6 & TO
1700

Prev | Next | Reply | Reply All | Forward | Delete | Print | Move to folder...

From: "Snyder, Dessida" <d.snyder@fordfound.org> Save Address | Headers
To: 'Michael Stone' <mike@wholeearth.com>
CC:
Date: Tue, 05 Aug 2003 06:40:36 -0700
Subject: **RE: Whole Earth Magazine**

Hi Michael,

My guess is that we will probably be resuming this conversation in the fall, as both Paloma and Carl are away on vacation (Carl will not be returning until the beginning of September). Thanks for your patience!

Take care,
Dessida

Dessida Snyder
Administrative Assistant
Ford Foundation
320 East 43rd Street
New York, NY 10017
212-573-4802 (ph)
212-351-3659 (f)

-----Original Message-----
From: Michael Stone [mailto:mike@wholeearth.com]
Sent: Monday, August 04, 2003 7:12 PM
To: Snyder, Dessida (FORD)
Subject: RE: Whole Earth Magazine

Hi, Dessida,

Any further word from Carl? (Paloma left me a phone message about 10 days ago, though I'm not quite sure what she wanted to talk about. I've tried to respond a couple of times and gotten only her answering machine.)

Thanks,

Michael

Hi Michael,

Sorry for not getting back to you sooner. I spoke with Carl, and he plans to discuss this with Paloma and then get back to you.

Take care,

Dessida

Dessida Snyder
Administrative Assistant
Ford Foundation
320 East 43rd Street
New York, NY 10017
212-573-4802 (ph)
212-351-3659 (f)

—Original Message—
From: Michael Stone [mailto:mike@wholeearth.com]
Sent: Wednesday, July 16, 2003 7:53 PM
To: Snyder, Dessida (FORD)
Subject: Whole Earth Magazine

Dessida,

Here are my questions for Carl Anthony, following up our phone discussion Monday. Sorry it took a couple of days to get them to you; I needed to run them by a couple of our board members, who just got back to me.

I need to do three things: (1) double-check to be sure I understand where we stand with Mr. Anthony and the foundation, (2) bring Mr. Anthony up-to-date on significant changes at *Whole Earth* since you and he were last in communication with Stephanie Guyer-Stevens; (3) ask, in light of our changed situation, about work he had suggested to Stephanie that we do in August. I have tried to be as concise as possible, but this still goes on for about a page. After reading it, I think you'll see why. If you'd like to suggest changes before sharing this with Mr. Anthony, please do.

Thank you very much for all your help.

Michael Stone

To: Carl Anthony c/o Dessida Snyder

Dear Mr. Anthony,

I am Michael Stone, managing editor of *Whole Earth* magazine. As you may know, our development director, Stephanie Guyer-Stevens, has left *Whole Earth* . I am trying to get caught up on the discussions you had had with her over the past several months. I am aware that you are very busy, so I will try to keep these as short as possible.

1. WHERE YOU AND STEPHANIE LEFT OFF:

Here's my understanding from Stephanie. *Could you please correct or clarify anything I have wrong.*

A. You and she had agreed that an issue of *Whole Earth* on the theme "Nature of a City" (along the lines of the attached letter to Paloma Pavel) was appropriate to the interests of the foundation, and that our winter issue (for which editorial work would begin in early September) was appropriate issue to target.

B. You had given her strong indication that you would be prepared to support a proposal for $50,000 for this issue.
C. You had encouraged her to submit a proposal to you in August.
D. In the words of the attached letter to Paloma Pavel, "Carl has also offered to guide the editorial process for this issue, by suggesting contributors, and assisting in focusing content, such that it can most accurately reflect the voices of the inner city residents, who are the most affected and the least empowered around urban planning decisions."

2. WHAT HAS HAPPENED SINCE YOU AND STEPHANIE LAST COMMUNICATED . OUR CIRCUMSTANCCES HAVE CHANGED. I NEED TO BE AS UP-FRONT WITH YOU AS I CAN BE:

A. *Whole Earth* ran into a more serious cash squeeze than anyone on the board or editorial side had anticipated. We finished editorial and design work on our spring issue, but are still short the funds to print and mail it (more information at www.wholeearth.com).

B. The board has temporarily laid off the whole staff while it raises funds to print the spring issue, explores all the alternatives for *Whole*

*Earth*s future, and develops a business plan to take to major donors. A couple of us are coming in as part-time volunteers to maintain office functions and assist in fundraising, but are not currently doing much editorial work. We hope to resume editorial work before too long, but we have no target date at present.

C. The board has received encouragement from several past or potential donors who may be willing to support the business plan (which is due to be completed this month). The board is also exploring other avenues, including several proposals for a new *Whole Earth Catalog*.

3. MY CURRENT QUESTIONS. I WOULD GREATLY APPRECIATE YOUR COMPLETE CANDOR, SINCE IT WILL HELP US DECIDE HOW TO DIRECT OUR TIME AND RESOURCES:

A. Is it accurate to assume that Ford's willingness to support a grant proposal depends partly on the short-term and long-term viability of the applicant? If so, what would we need to do to demonstrate our viability?

B. In our present circumstances, is it still appropriate to submit a full proposal in August? If so, by what date, and when would a decision by the foundation be likely? If not then, when would be appropriate? Is it appropriate in your eyes to begin editorial and then design work for an issue that would need to be written, edited, designed, and ready to print by mid-November, if our ability to finish and distribute the issue might be substantially dependent on whether we receive a Ford Foundation grant?

C. If we do intend to submit a proposal, what is your availability to "guide the editorial process for this issue, by suggesting contributors, and assisting in focusing content"?

I am grateful for your willingness to review and answer these questions without our meeting face-to-face or at least exploring matters over the phone.

If I can do anything more to help you, please let me know.

Sincerely,

Michael Stone

--

Michael K. Stone, Managing Editor
Whole Earth Magazine
1408 Mission Avenue, San Rafael, CA 94901 USA
415-256-2800 ext. 222, fax 415-256-2808
mike@wholeearth.com www.wholeearth.com

--

Michael K. Stone, Managing Editor
Whole Earth Magazine
1408 Mission Avenue, San Rafael, CA 94901 USA
415-256-2800 ext. 222, fax 415-256-2808
mike@wholeearth.com www.wholeearth.com

—
[This E-mail scanned for viruses by Declude Virus]